

White Paper 002

What Does Your Advertising Cost?

The cost of doing business weighs on the mind of many business owners. There are certain necessary investments each small business owner makes to ensure his or her business grows and prospers. These investments are often made with an eye toward getting the greatest return for the money spent. While it is often tempting to look at the bottom line and cost of a business investment, it is more important to look at the overall value of the investment. Spending more money to achieve better results makes more sense than spending less money for poor or no results. Marketing/Advertising is one of those investments.

There are a wide variety of factors to evaluate when choosing how you market your business. Some of these factors include:

- How closely the marketing vehicle reaches your customer demographic
- How much it costs to reach each of the people in your demographic
- How many people targeted responded to the marketing and how much money did they spend

Does it make sense for a swimming pool cleaning company to advertise to people who live in apartments? Does it make sense for a store that's target demographic is women with an income around \$100,000 to send mailing pieces to the entire East Valley? No. The best way to get the most value for your marketing is to spend the time to find the right vehicle for your marketing. While it is easy to look at the bottom line of price, it is more important to look at the value of the marketing vehicle. Would you continually take your car to the least expensive mechanic in town if the problems you were trying to fix were never solved? Or would it make more sense to take the car to an established mechanic who might charge a little more but will solve the problem on the first visit? The greatest value would be realized with the second mechanic.

We ask that the next time you invest in your company with advertising, you consider our family of papers.

For prices ranging from 2¢-9¢ per household, you can bring your message into 30,000 select households. The majority of our readers are women (76.3%) between the ages of 35 and 64 with an average household income of \$100k.

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